

Ind to Lisa (fax-907-5313)

FAX TO SHANNA BERK at 312-220-6531

"ASK VIRGINIA" PROPOSAL

What special packages could be achieved with running a page + 1/3 vertical for 6 or 12 months? Would a 6 or 12 month package of pages + 1/3 verticals earn any special bonus space?

How could Virginia Slims utilize merchandising dollars for this project?

What specific positioning could Virginia Slims attain (e.g. specific editorial in between our ad and the 1/3 vertical and where it would be positioned in the book)? We are looking for a "franchised" position that Virginia Slims would utilize each month.

Are there any other value added ideas that you feel could tie in with the "Ask Virginia" column (specifically, events or PR ideas)?

2070335535